

Message Text

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FM AMEMBASSY PARIS

TO SECSTATE WASHDC PRIORITY 1436

INFO AMCONSUL BORDEAUX

AMCONSUL LYON

AMCONSUL MARSEILLE

AMCONSUL NICE

AMCONSUL STRASBOURG

UNCLAS PARIS 18752

DEPT PASS COMMERCE FOR BIC/OIM HEISER

E.O. 11652: N/A

TAGS: BEXP, ETRD, FR

SUBJ: FINAL REPORT ON FY75 CCP FOR FRANCE

1. AS FY75 CCP FOR FRANCE WAS BUILT LARGELY AROUND PTC AND OTHER EVENTS ALREADY SCHEDULED, CAMPAIGN RESOURCE ALLOCATIONS AND BASIC GOALS WERE ESTABLISHED PRIMARILY ON BASIS OF EVENT REQUIREMENTS AND PROJECTED EVENT RESULTS. IN PRACTICE, HOWEVER, ACTIVITY ON MOST CAMPAIGNS WENT BEYOND MERE EVENT SUPPORT (AND WILL DO SO TO MUCH GREATER EXTENT IN FUTURE YEARS), SO ON AVERAGE BOTH RESOURCE OUTLAYS AND MEASURABLE PROGRESS TOWARD GOALS EXCEEDED LEVELS PRESCRIBED IN CCP. EVENTS THEMSELVES ALSO EXCEEDED PROJECTED TARGETS IN NEARLY ALL CASES.

2. MOST SIGNIFICANT GOAL, IN OUR JUDGMENT, IS TRADE OPPORTUNITIES (TO) SUBMITTED. TO GENERATION IS OUR PRIMARY FUNCTION AND OUR MOST EASILY MEASURED ACTIVITY (AT LEAST IN QUANTITATIVE TERMS). IN FY75, TOTAL TO GOAL OF OUR SIX PRODUCT CAMPAIGNS WAS 600. ACTUAL OUTCOME WAS 1,386 CAMPAIGN-RELATED TO'S (OF WHICH 759 IN FINAL QUARTER), PLUS 272 NON-CAMPAIGN (120 IN FINAL

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QUARTER). BREAKDOWN FOR FINAL QUARTER OF YEAR BY

CAMPAIGN WAS AS FOLLOWS (WITH CONSULATES INCLUDED):

NO. 1 - 60, NO. 2 - 224, NO. 3 - 147, NO. 4 - 58,
NO. 5 - 270, NO. 6 - NIL.

3. PRODUCT CAMPAIGN "EMPIRICAL" TARGETS IN FY75 WERE
SYNONOMOUS WITH TARGETS OF UNDERLYING EVENTS. ACTUAL
NTM INCREMENTAL SALES FIGURES BY CAMPAIGN WERE AS
FOLLOWS, WITH CCP TARGETS IN PARENTHESES: NO. 1 -
\$1.5 MILLION (\$4 MILLION). COMMENT: ELECTRONIC
COMPONENTS SHOW WAS CANCELLED; FIGURES REFER TO MICRO-
WAVE SHOW. NO. 2 - \$13.5 MILLION (\$8 MILLION). NO. 3 -
\$6.6 MILLION (\$8 MILLION). NO. 4 - \$24 MILLION
(\$14.5 MILLION). NO. 5 - \$18.9 MILLION (\$9 MILLION).
COMMENT: INCLUDES PTC RECREATION AND LEISURE SHOW
NOT SHOWN IN CCP. NO. 6 - \$38 MILLION (\$25 MILLION).

4. RESOURCE ALLOCATIONS WERE APPROXIMATELY ON TARGET
FOR CAMPAIGNS 1, 2 AND 4, SUBSTANTIALLY LOWER THAN
EXPECTED FOR NO. 3, AND SUBSTANTIALLY HIGHER THAN
EXPECTED FOR NOS. 5 AND 6.

5. CAMPAIGN NO. 7 (INVEST IN USA) ACHIEVED ACTIVITY
TARGETS, EXCEPT THAT GOAL OF FOUR SMALL GROUP SEMINARS
WAS SUBSUMED BY LARGE AND WELL-ATTENDED PARIS SEMINAR
IN MAY 1975. THREE (INSTEAD OF FIVE) MAJOR INVESTMENT
DECISIONS WERE KNOWN TO HAVE BEEN ACHIEVED. RESOURCE
ALLOCATION WAS ROUGHLY ON TARGET.

6. CAMPAIGN NO. 8 (VISIT USA) IS NOT COVERED IN THIS
MESSAGE. IF COVERAGE REQUIRED SUGGEST WAG CONSULT
USTS WASHINGTON.
GAMMON

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